

CODE NAME

# The First Bloom

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 DEVANAHALLI  
(15 MINS FROM BIAL)





CGI ARTIST'S IMPRESSION

— —  
**Introducing**  
**23 acres**  
of luxury living  
surrounded by nature.

FOR INTERNAL CIRCULATION ONLY



— —

# Located in North Bangalore, **THE NEW BANGALORE**

A coveted destination for the  
city's discerning audience.





# Why invest in North Bangalore?

An attractive investment destination.



STOCK IMAGE

## Current Infrastructure

- ✈️ Kempegowda International Airport
- 🛍️ 12+ Retail & Recreation Centres
- 🏢 7+ IT Parks
- 🎓 10+ Educational Institutions
- 🏥 5+ Recognized Hospitals

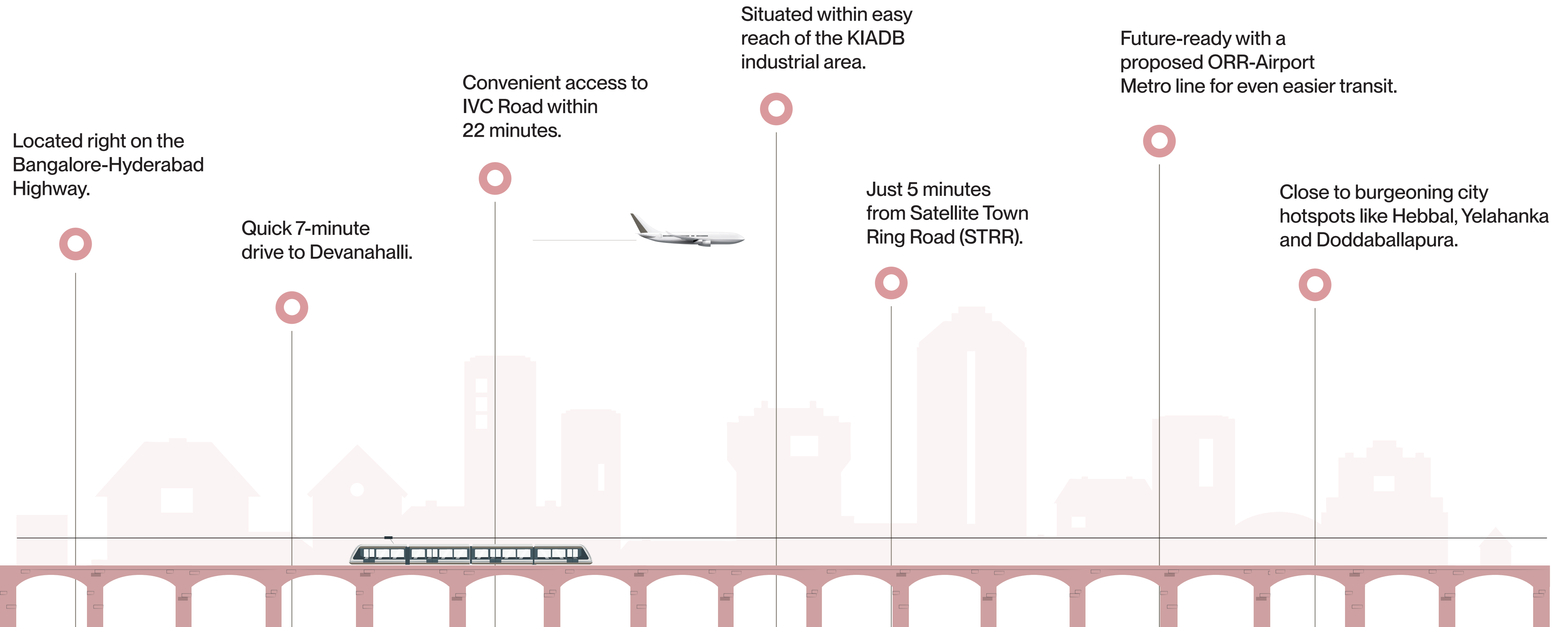
## Future Development

- 🏢 Devanahalli Business Park (408 acres)
- 🏢 KIADB Aerospace Park
- 🏢 IFCI Financial District
- 🏢 BIAL IT Investment Region (120,000 acres)
- 🏢 Bellary Road Expansion (6 to 8 lanes)
- ✈️ KIA (Kempegowda International Airport) Infrastructural Upgrade
- 🏢 Nano Park

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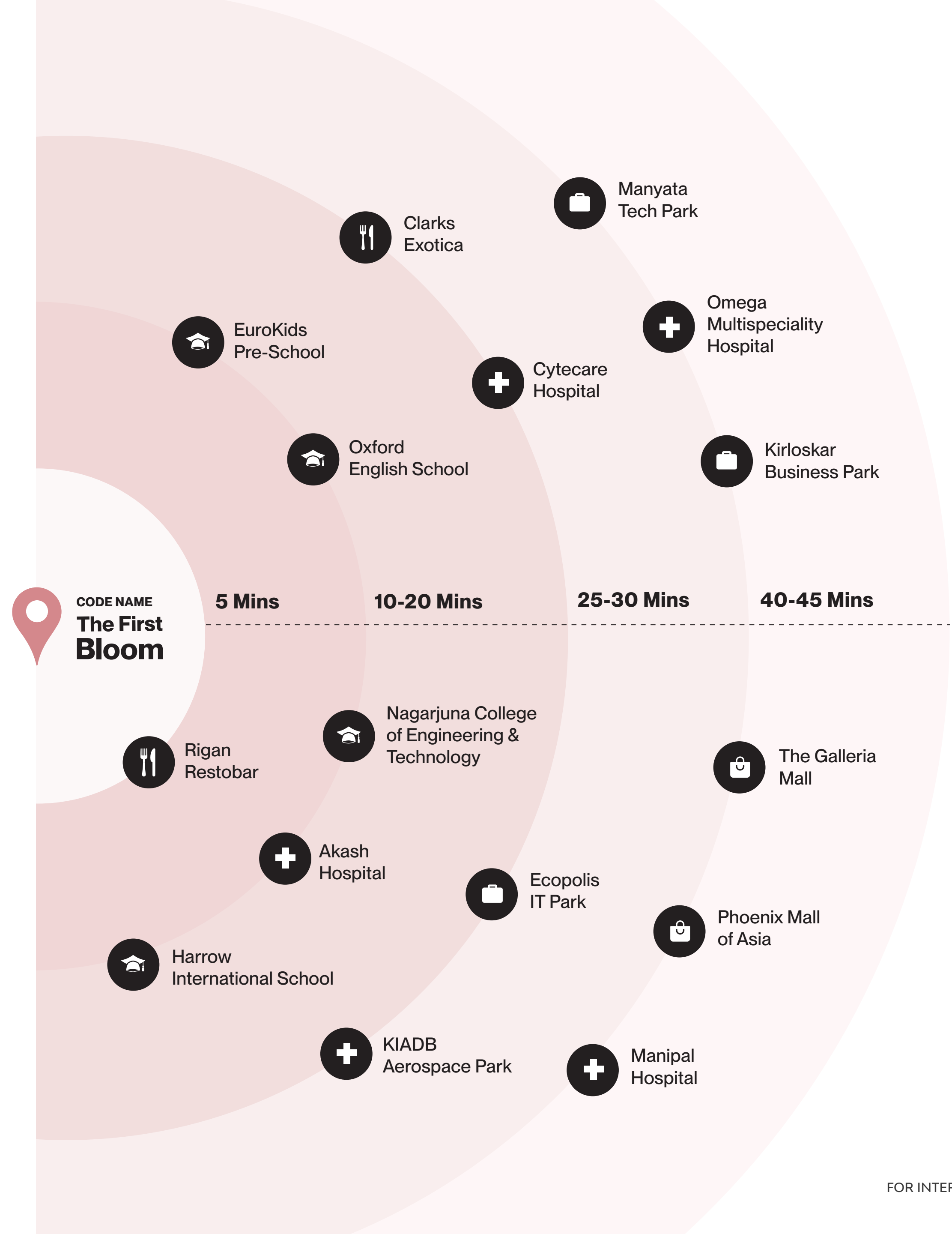


# Unlock easy access and connectivity





# With the city's best just a short drive away





# Experience luxury from the moment you arrive

Step into an inviting entrance that captures the spirit of Bangalore's iconic tree-lined streets, setting a welcoming atmosphere for residents and visitors alike.







# Uber-luxury clubhouse with everything you need and more

Designed to offer unmatched comfort and effortless convenience every day, explore around **3 acres** of luxury, complete with a world-class clubhouse and a host of leisure and fitness amenities.



# Find something to do at every corner



## CLUBHOUSE AMENITIES



Table Tennis



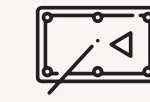
Squash Court



Banquet Hall



Billiards Room



Pool Room



Games Room



Gym



Yoga Deck



Steam &  
Changing Room



Party Terrace



Swimming Pool



Kids' Pool

## COMMON AMENITIES



Futsal Court



Basketball Court



Tennis Court



Kids' Play Area



Net Cricket



Reading Nook



Seating Alcove



Padel Tennis  
Court



Tree Plaza with  
Seating



Pets' Park













— — —  
And that's just  
the beginning...  
**there's a whole  
lot more waiting  
for you here!**





## Well-manicured landscape

- **47%**  
Open Space
- **18%**  
Green Cover
- **1-Acre**  
Regenerative Park (Miyawaki Forest)
- **5000+ Trees**  
Within the Project
- **A Myriad of**  
**Native Species**



— —

# What does it mean to live amidst 5000+ trees?





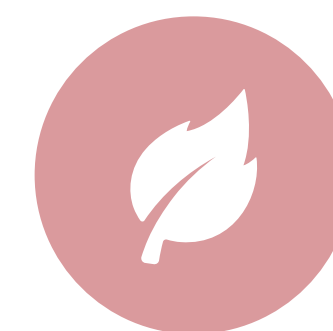


## **Improved air quality to breathe in health.**

Abundant greenery in every corner that improves the air you breathe and enriches the overall quality of everyday life.



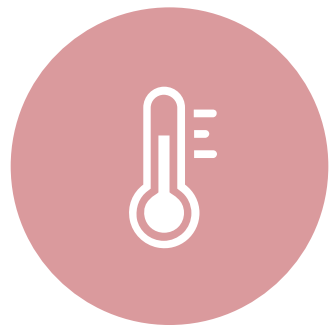




# Biodiversity that thrives with you.

Providing a safe sanctuary for a rich tapestry of diverse and indigenous flora and fauna.



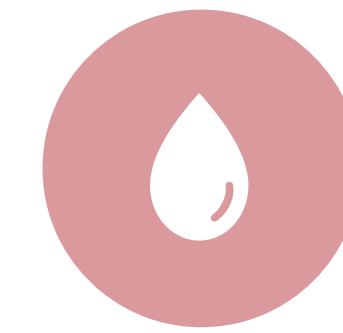


## **Better temperature regulation all year round.**

Thousands of trees contributing to air cooling, oxygen generation, and the regulation of precipitation and wind patterns.







## **Water conservation for a more sustainable future.**

Utilizing natural methods to control the flow of water, ultimately ensuring that maximum water is retained within the ecosystem.





## Scenic views in every direction.

Thoughtfully curated landscape, designed to host large trees and provide ample space for plantation.







STOCK IMAGE



## **Social gathering spaces immersed in nature.**

Recreational spaces for people of all ages, encouraging a diverse community with wellness choices for everyone.

FOR INTERNAL CIRCULATION ONLY


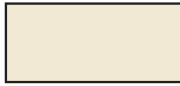


# Master Plan

## Legend

- |                      |                            |
|----------------------|----------------------------|
| 1 Entry/ Exit        | 10 Swimming Pool           |
| 2 Futsal Court       | 11 Kids' Pool              |
| 3 Clubhouse          | 12 Miyawaki                |
| 4 Kids' Play Area    | 13 Reading Nook            |
| 5 Lawn               | 14 Seating Alcove          |
| 6 Tennis Court       | 15 Tree Plaza with Seating |
| 7 Basketball Court   | 16 Pets' Park              |
| 8 Net Cricket        | 17 Visitors' Car Parking   |
| 9 Padel Tennis Court | 18 C.A. Site               |

## Plot Sizes

- |   |   |  |
|---|---|--|
|  30' x 40' |  30' x 50' |  UNIQUE PLOTS |
|---|---|--|



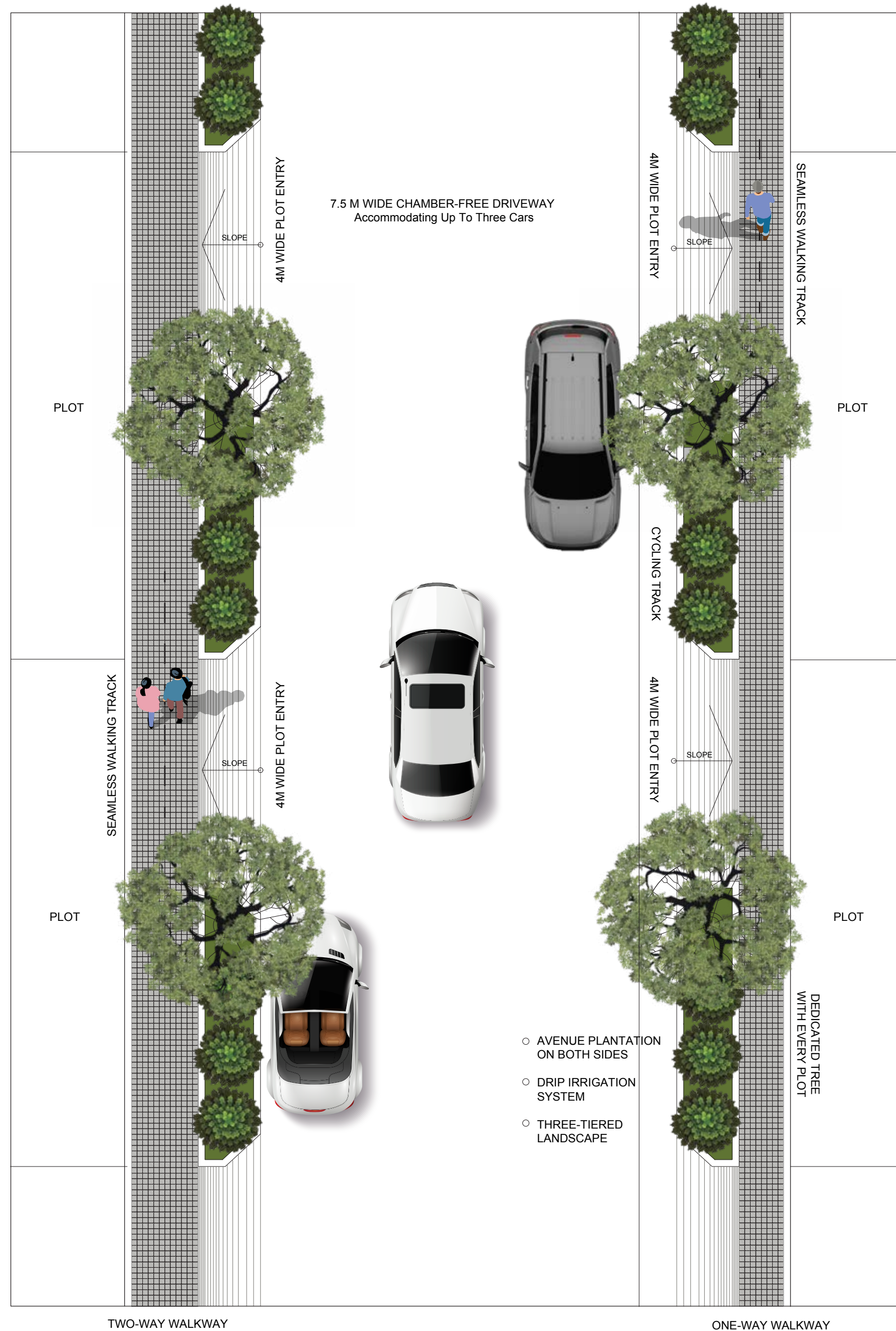


# Easy movement, improved living.

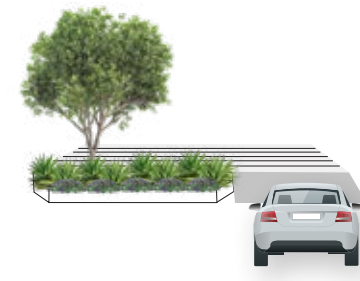
Enjoy seamless traffic, ample parking,  
and easy access with well-planned  
**15m, 12m, and 9m** wide internal roads,  
enhancing safety and effortless  
movement within the community.





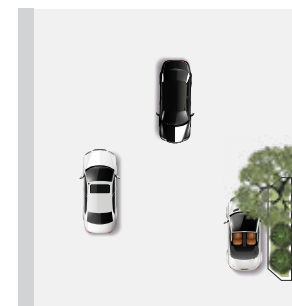


# 12M Road Design



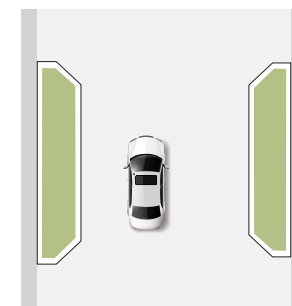
## PLOT ENTRY

A dedicated 4-meter-wide entry to each plot, meticulously designed for effortless access.



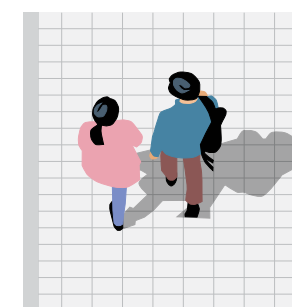
## VEHICULAR MOVEMENT

~7.5-meter-wide concrete driveway accommodating two-way vehicular movement along with ample space for one car to be parked.



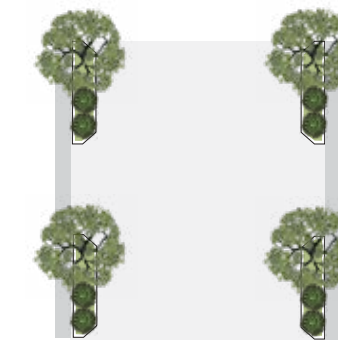
## CHAMBER-FREE DRIVEWAYS

All chambers are planned below walkways or landscape areas.



## SEAMLESS WALKWAYS

Walkways are designed to ensure seamless walking by minimizing level differences at regular intervals.



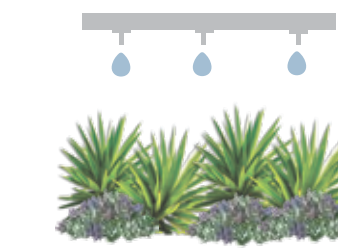
## AVENUE PLANTATION

Avenue plantation on both sides of the road designed to accommodate larger trees for enhanced privacy.



## THREE-TIERED LANDSCAPE

Aesthetically designed three-tiered landscape that seamlessly blends tall and low shrubs along with a tree for a touch of nature right at your doorstep.



## DRIP IRRIGATION

Drip irrigation system for hassle-free landscape maintenance.



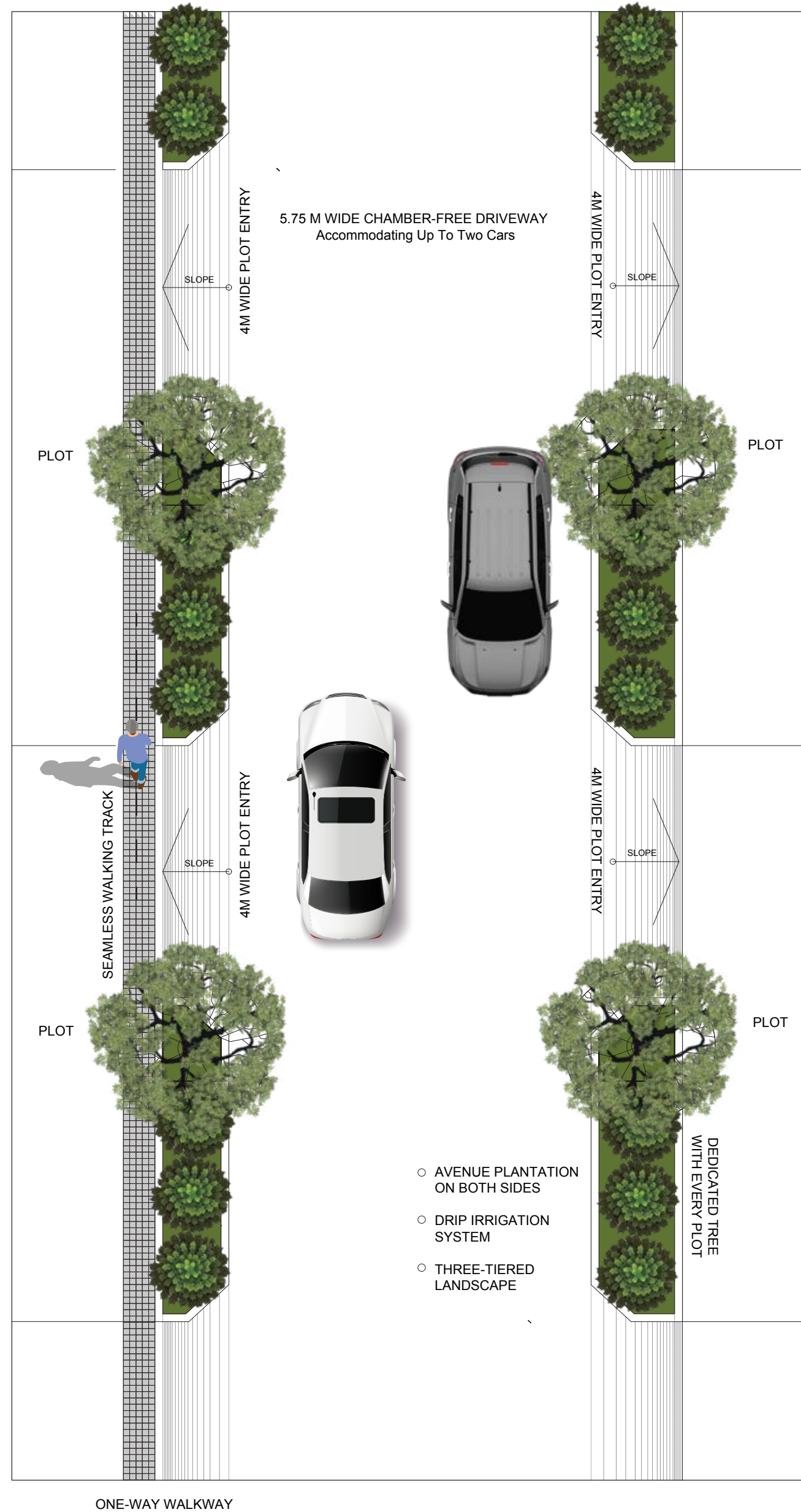
## ENERGY EFFICIENT LIGHTING

A combination of solar-powered and electrical streetlights planned at regular intervals.

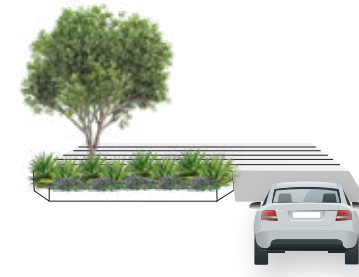






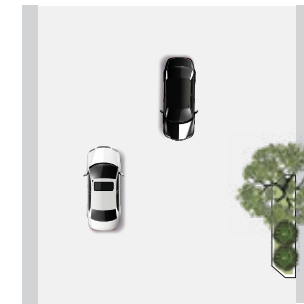


# 9M Road Design



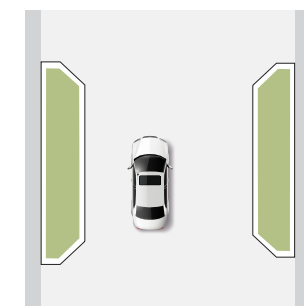
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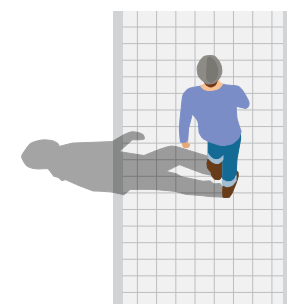
## VEHICULAR MOVEMENT

~5.75-meter-wide concrete driveway accommodating two-way vehicular movement.



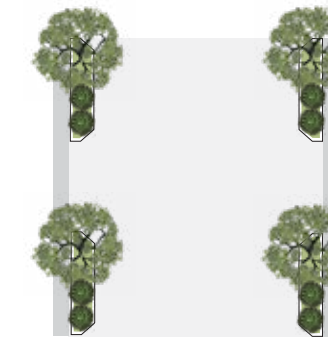
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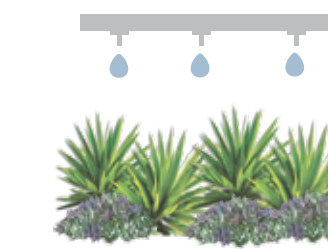
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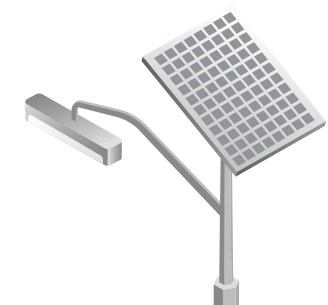
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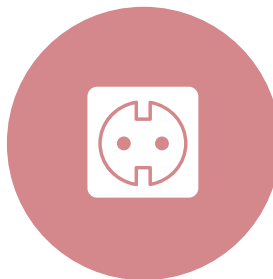


# Thoughtfully planned infrastructure because every detail matters



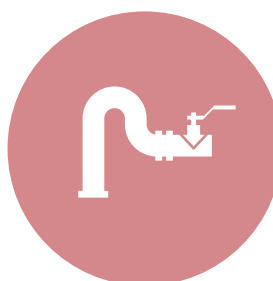
## ROADS AND PATHWAYS

- Concrete finish internal roads.
- Pedestrian pathways along the driveway with paver finish.
- Landscaped avenue plantation on either side of the road.
- Roads and plots with signages and plot numbering.
- Each plot will have a defined access finished in concrete/paver from approach road.



## ELECTRICAL

- 100% DG Backup for the common service areas.
- Underground conduits provision for fibre cables.
- LED light fixtures.
- Underground power lines to distribute power from transformer yard up to feeder pillar.
- Provision to lay cables from feeder pillars to individual plots.



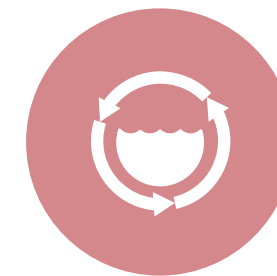
## PLUMBING

- Underground sanitary line network from STP up to plot entry.
- Underground water supply lines till plot entry.
- Drip irrigation network for majority common landscape areas.



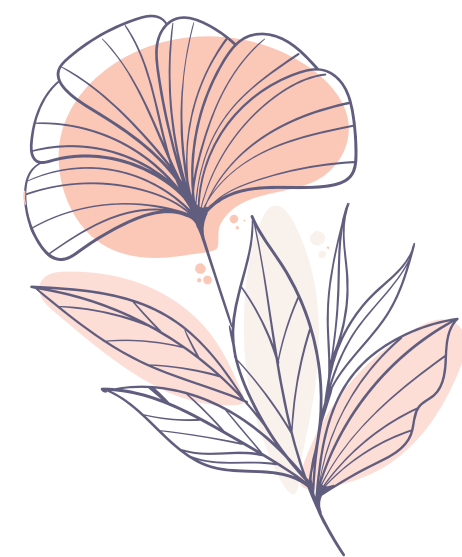
## SAFETY AND SECURITY

- Security cabin with boom barriers.
- Peripheral boundary with entry and exit signages.
- CCTV surveillance at entry, exit points, service yard and kids' play area.



## SERVICES

- Sewage treatment plant.
- Centralized underground sump supplying treated water.
- Organic waste converter.
- Organic water tank for domestic water supply till plot entry.







# Green features



## WATER CONSERVATION

- Treated water used for landscape.
- Recharge pit for rainwater harvesting.



## ENERGY CONSERVATION

- Energy efficient fixtures for common areas.
- Timer-controlled streetlights.
- Clubhouse with ample natural lighting and ventilation.



## LANDSCAPED FEATURES

- Common garden areas.
- Avenue plantation for internal and master plan roads.
- Low maintenance plants along roadside.



## Plot Dimensions

<b>PLOT MEASUREMENT</b>	<b>PLOT AREA</b>
<b>30 x 40</b>	<b>1,200 Sqft</b>
<b>30 x 50</b>	<b>1,500 Sqft</b>
<b>Unique Plots</b>	<b>Up to 3,330 Sqft</b>



# Pricing

## ASSETZ EXCLUSIVE LAUNCH PRICE

₹6,999/ SQFT\*

(All-inclusive)

\*T&C APPLY



# About Assetz



Every square inch of an Assetz property reflects our “Better Design” philosophy. Here you will find homes that let in tons of natural light, where space is intelligently managed, and every amenity is of the highest quality. By nurturing the greenery all around, we create living spaces that are cherished forever.

Our team comprises over 300 professionals who bring outstanding expertise to their respective fields. The team also has a 12-year average of rich cross-industry skills across the board.

Our mission is to balance the need to break through the clutter of a highly competitive market where trends and fashion have a very short shelf life, with the demands of cost and investor confidence. A way to not succumb to this is to conceive architecture that expresses a sort of timelessness – responding to factors that are immutable to the site and the surrounding context and not to passing trends – in order to create something that cannot be replicated elsewhere.

WHO ARE WE



INNOVATION +  
DESIGN +  
QUALITY

Assetz Property Group was formed in 2006. Headquartered in Singapore, Assetz has three growing business verticals.

RESIDENTIAL

COMMERCIAL

WAREHOUSING

30+

RESIDENTIAL PROJECTS

27,000,000+ SQ. FT.

DEVELOPED + ONGOING

15,800+ UNITS

DELIVERED + UNDERWAY



# Presence across Bengaluru

30+ projects completed and ongoing in high job-growth tech clusters, in key economic corridors of Bangalore.

## ONGOING

- 1 Earth & Essence - RH
- 2 63°East
- 3 Marq 2B & 3.0
- 4 Soul & Soil
- 5 Leaves & Lives
- 6 Sun & Sanctum
- 7 Soho & Sky
- 8 Canvas & Cove
- 9 18 & Oak
- 10 22 & Crest
- 11 Bloom & Dell

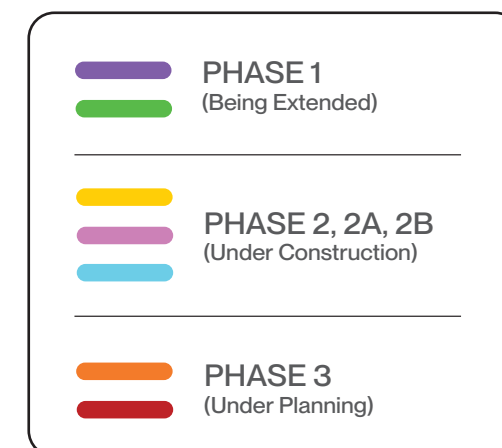
## COMPLETED

- 20 27 Park Avenue
- 21 East Point
- 22 Lumos
- 23 Stratos
- 24 Here & Now
- 25 Marq - Phase 1
- 26 38 & Banyan
- 27 Atmos & Aura (Plots)
- 28 Earth & Essence (Plots)
- 1P Earth & Essence (RH) - Phase 1A
- 2P 63°East - Phase 1 & 2
- 3P Soul & Soil - Phase 1A, 1B & 2A
- 4P Marq 2A

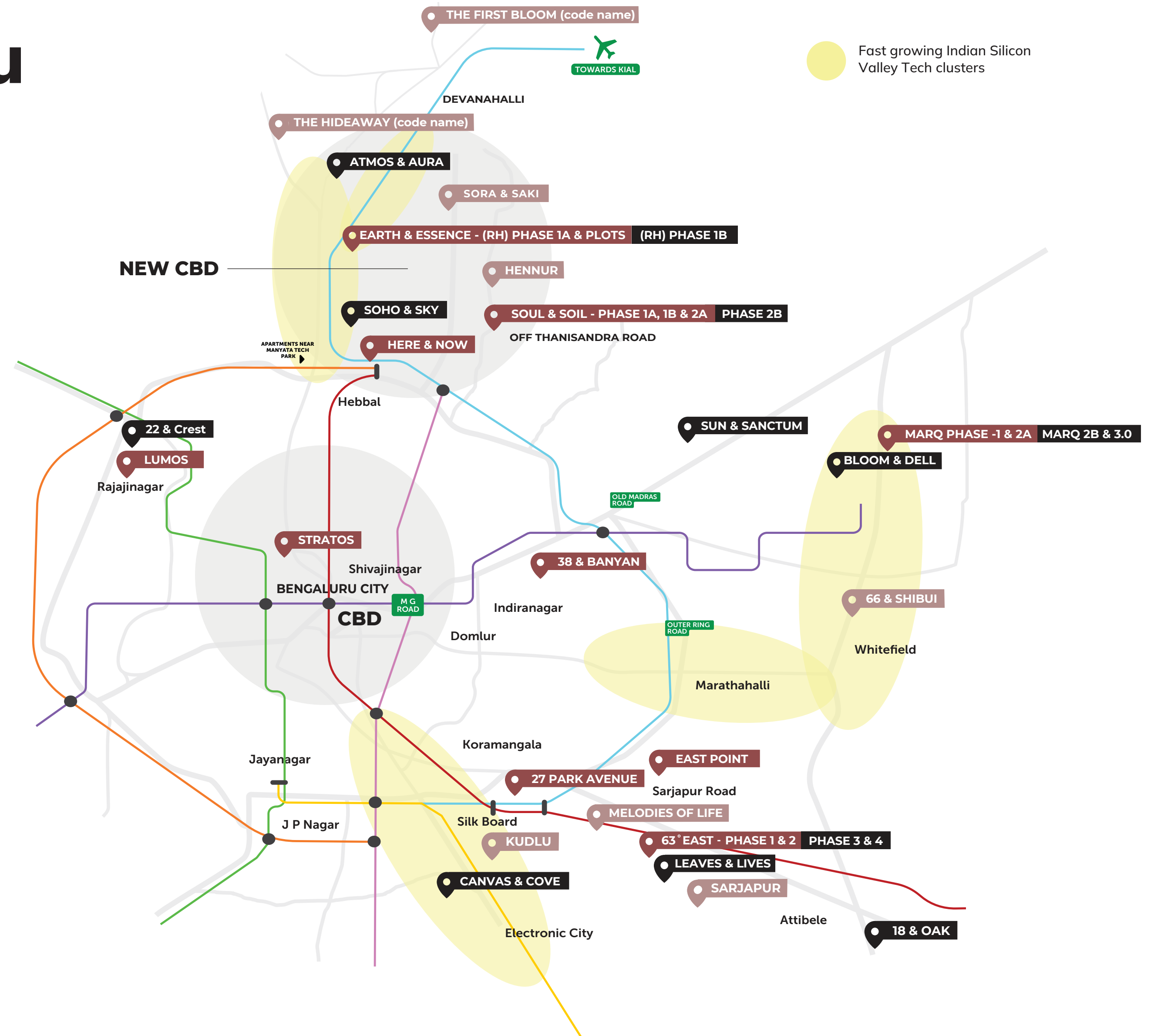
## UPCOMING

- 12 Sora & Saki
- 13 The First Bloom (Code name)
- 14 Melodies of Life
- 15 The Hideaway (Code name)
- 16 66 & Shibui
- 17 Hennur
- 18 Sarjapur
- 19 Kudlu

### BENGALURU METRO



Fast growing Indian Silicon Valley Tech clusters







No.30, Crescent Road,  
Bangalore 560 001.  
Ph: 78295 54411

In association with



No.170, Jumma Masjid Road,  
Shivajinagar, H.K.P. Road,  
Bangalore 560 051.

CODE NAME

## The First Bloom

NH 44, Avathi Village,  
Kasaba Hobli, Devanahalli,  
Bangalore Rural - 562 110.

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